



Miss E. V. Lawrence
East Northfield, Mass.
5-1-34

THE NORTHFIELD HERALD

Volume 4 Number 7

Northfield, Massachusetts, Friday, May 25, 1934

Price Five Cents

Local Dealer Sells Car In Central America

An unusual automobile transaction took place in Northfield this past week when Spencer Bros., local Ford Dealers, took an order for a Ford V-8 Coupe to be delivered in San Jose, Guatemala, Central America. The car was purchased on the floor of the Spencer Garage by Gaylord Marsh, American Consul General to Guatemala and the transaction called for its delivery Wednesday at pier No. 61 in New York City. It was driven to New York by Paul Thompson of the garage mechanical force. Upon its arrival in Guatemala it will have to be lightered into the harbor after which it will be driven over the mountains to its destination.

Mr. Marsh who was visiting friends in Northfield and vicinity sails from New York on the same ship with the car, the Grace Liner Santa Paula, to-day.

Boy Scout News

The Scout Jamboree at Northampton last Saturday afternoon was favored with ideal weather. The following members of Northfield Troop 9 went into camp on Friday evening at the Fair Grounds under Scoutmaster Lewis Wood:

Robert Washer, Stanley Smolen, Ray Miller, Jack Polhemus, Aiden French, James Krause, George Butynski, Wallace Weed, Charles Leach Jr., Ralph Kervian, Ellsworth Cota, and Roman Mankowski.

The three last named are Sea Scouts, and made a brave show in their naval uniform on the good ship "Quinne-tuk." Scoutmaster Wood also wears the Sea Scout uniform.

The troop committee consisting of George McEwan, Lester E. Polhemus and A. P. Fitt marched in the parade with the Scouts. George Butynski carried the American colors, and James Krause the troop flag.

The Sea Scouts erected their ship in the vestry of the Trinitarian Church last Tuesday for the meeting of the Brotherhood, when an opportunity was given Scoutmaster Lewis Wood to explain and demonstrate this recent development of Scouting in order to retain the interest of older boys. Ronald Asken, Glenn Billings, Ellsworth Cota, and John Lernato were on duty in Sea Scout uniform on the ship. Mr. Wood bespeaks the interest of the members in this movement among the boys in town.

Town Team Wins

The Northfield A. A. gave Bernardston a baseball lesson on Friday night at the Hotel Grounds. The local team scored 21 runs in 6 times at bat while the visiting firemen were collecting 2. This game scheduled as a practice game was just that and no more. It did serve to give the fans an opportunity of looking over the team.

Farley struck out 8 and every member of the home team had at least one hit.

The Score:

NORTHFIELD A. A.		AB	R	H	PO	A	E
Plotczyk, ss	5	3	2	1	2	0	0
Amsden, cf	5	2	2	0	0	0	0
Urg'wicz, 2b	5	3	2	0	0	1	0
Cembalistic, lf	5	2	3	2	0	0	0
Schauer, c	5	2	2	0	0	0	0
Glazier, 3b	5	1	1	0	3	0	0
Haven, 1b	5	3	3	8	1	0	0
Cook, rf	4	3	2	1	0	0	0
Parley, p	4	2	3	0	.2	1	0
Totals	43	21	20	8	2		
BERNARDSTON							
AB	R	H	PO	A	E		
Martin, ss	3	0	0	1	3		
E. Kratz, 3b	3	1	0	2	4	0	
Day, 2b	3	0	0	1	0	0	
Bardwell, c	3	0	1	7	0	1	
Pratt, 1b	3	0	1	5	0	0	
N. Kratz, p	3	0	0	1	0	0	
Judd, cf	3	0	1	0	0	0	
Jillson, lf	3	0	0	1	0	1	
Streeter, rf	3	1	0	0	0	0	
Allen, p	0	0	0	0	0	0	
Totals	27	2	3	17	5	5	
Innings	1	2	3	4	5	6	7
N. A. A.	2	1	3	0	1	4	-21
Bern'st'n	0	0	0	0	0	2	-2
Two base hits, Urglewiecz, Amsden, Cook, Haven, 2. Three base hits, Urglewiecz. Struck out by Farley 8, by Kratz 5, by Allen 2. Base on balls, by Farley 2, by Kratz 3.							

Scout Drive

The result of the recent drive for the Boy Scouts has been very satisfactory. Seventy-nine dollars was raised.

Much credit for the success of the above drive was due to the men who canvassed the town: Lester Polhemus, A. P. Fitt, George McEwan, Charles Gilbert, Rev. W. W. Coe, Sidney Given.

Allen H. Wright
Division Chairman

Parent-Teachers Union

The Parent's and Teacher's Union has given up its plan of holding a Public Progressive Supper in May as the calendar seems already crowded with Social Events. Instead the Teachers will be entertained at an out-of-door Supper at the home of Mrs. Clarence Steadler, Monday evening May 28th at 6:30. This will serve to express the Parent's appreciation of the Teachers' patience and tireless efforts in the children's behalf.

Mount Hermon Notes

BURGLARY ATTEMPT

Mount Hermon, Mass.—An attempted safe-break at Mount Hermon School, Mt. Hermon, Mass., was discovered about nine o'clock Sunday morning by S. Allen Norton, treasurer of the school. Entering the Administration Building just before the chapel service, he found that the school safe had been tampered with, and that the combination dial had been broken off. The exact time of the break is not known, but it probably occurred sometime after the office had closed Saturday afternoon. From all appearances the attempt was the work of an amateur with no knowledge of safe combinations, because the safe had not been opened. In all probability the thief entered by one of the windows on the ground floor of the building. A careful check-up revealed that nothing had been taken from the building. The State Police from Shelburne Falls Barracks were called but found no clues. A finger-print expert found no prints on the safe. Authorities believe that it was probably the work of an outsider. This break may also be connected with the theft of fifty dollars' worth of tools from the carpenter shop which was entered on Monday, May 14.

Mount Hermon, Mass.—The elections to student activities for the coming year were recently held. The results are as follows:

Class of '35

Pres. Ed. G. Nixon
Vice Pres. F. R. Fortune
Treasurer H. S. Mersereau

Class of '37

Pres. W. M. Force
Vice Pres. L. Garhart
Treasurer J. K. Blanchard

North Crossley Hall

Pres. V. C. Sandham
Vice Pres. D. W. Kanaly
Treasurer S. L. Harrod

South Crossley Hall

Pres. O. T. Critter
Vice Pres. R. T. Washburn
Treasurer P. J. Zambrano

Class of '36

Pres. H. L. Wyman
Vice Pres. S. L. Harrod
Treasurer S. E. Harrod

Overtoun Hall

Pres. J. T. Fisher
Vice Pres. R. L. Young
Treasurer G. Davidson

Middle Crossley Hall

Pres. D. A. Campbell
Vice Pres. R. W. Mino
Treasurer E. P. Hetzel

Athletic Association

Pres. E. C. Barrett
Vice Pres. A. L. Seaman
Faculty Advisor Mr. L'Hommecieu

... Last Tuesday evening two French plays were presented in Camp Hall under the direction of Miss Sally Clough of the French Department. The first play, "The Initiation of a Club Member," was given by students in the first year French classes. The cast included: A. LaRue, D. Kain, M. Loder, R. Gibbs, J. Parker, O. Belden, R. Landon, W. Frohock, V. Schenck, J. Blanchard, W. Erwin, and J. Morris. The other play, "One Who Gets There," presented by the second year French students, included in its cast: James Hawley, S. Stearns, J. Livingood, John Hawley, W. Eastman, and W. Cole.

The Housing Committee for the Commencement week-end is now working on arrangements for guests at the school, during that week-end. The committee consists of Carroll Rikert, Jr., Francis J. Flanagan, and Benjamin A. Chase.

Last Sunday evening an interesting debate was given in the new Social Hall by members of the faculty on the question, Resolved: That the United States should adopt a socialistic economy to displace the individual profit economy in five years. The speakers for the affirmative were Charles N. Scheid of the Bible Department and Eugene P. Link of this History Department. The negative side was upheld by Harry A. Erickson and Robert V. Burdick, both of the English Department. The Oxford type of judging was used. Before the debate a vote is taken to obtain the opinions of the audience. At the conclusion a vote is again taken, and the side changing the opinions of most people wins. Lester P. White presided as chairman of the debate, which was won by the negative.

Mount Hermon was the scene of the Junior Party last Saturday evening while the Seniors journeyed to the Seminary for the last Senior Party of the year. After supper at the various dormitories, dancing was enjoyed in the gymnasium to the music of the Hermon Knights.

Last Friday and Saturday, afternoons the annual outdoor track meet was held on Chambers Field. The final score was Juniors, 51; Sophomores, 50; Freshmen, 26; Freshmen, 12. A new record for the javelin was set by William Lusty with a throw of 167 feet, 4 3/8 inches.

Mrs. Ernestine Hubbard of Greenfield presented a group of songs at the Wednesday morning chapel exercises. Mrs. Hubbard, accompanied by Mr. L'Hommecieu, sang "Pale Moon," "The Trout," "Trees," "Birthday," and "Homing."

The second baseball team beat the Northfield team on Wednesday evening at Mount Hermon by a score of 8-2.

Seminary News Notes

SEMINARY ALUMNAE ADVISORY COUNCIL

Northfield Seminary's Advisory Council of Alumnae held its spring meeting here last week-end with twelve of the eighteen members present. The program included election of officers, visits to several classes, individual interviews with students, tea with Miss Wilson, and other interesting features.

Miss Harriet Yates of Malden was elected president of the Council succeeding Mrs. William L. Clarke of Washington. Vice President for the coming year is Miss Marie Wells of Concord and the new secretary, Miss Anna M. Miller of New York City.

Again, if the various towns

The Franklin County Hospital

Since the hospital drive began a few days ago, several people have asked: Why is the hospital so deep in debt? The answer is that no one is ever refused admission, rich or poor, black or white and because of the enormous number of people treated that could not pay, finances have been sinking lower and lower until at present they cannot go on until debts are paid.

Again, if the various towns were called upon to become responsible for hospital care (not including the physician's fees) as many other require, the taxes would be much higher than at present. To help the hospital now is one way to keep down our taxes.

Scout Service

Last Sunday a small boy residing in a town near Northfield was running when he fell striking on a sharp stone across the left wrist completely severing one of the main arteries of the fore-arm. As usual some of the boys became excited to see such a flow of blood and well they might be because unless stopped in a short time this boy would bleed to death. A Boy Scout was on the field and quickly applied a tourniquet with his handkerchief so completely all hemorrhage was stopped for the time being and the boy was taken to a physician nine miles away where the artery was tied and the wound sewed up.

What would have happened to this boy had not the Boy Scout been there to render first aid? This Boy Scout had been trained in first aid work and he knew just what to do. At the rate of the flow of blood this boy would have bled to death in a short time.

Truly such training as this is commendable with our boys and we should do all we can to encourage this work. We realize they are not all perfect and sometimes they do kick over the traces and do things we regret, but where can we help to keep their minds in the proper channel than with a well organized and managed Boy Scout movement such as we have in Northfield.

Happy Workers Picnic

"The Happy Workers" and their leader Mrs. Lazelle had a picnic supper at Virginia Camp Saturday the 19th. After tramping over the seven ridges and playing games they sat down for a quiet talk, when Mr. Carne came and told the class what Jesus said about his coming again. This was in line with the studies of this year's work in the Sunday School.

The class have adopted a pig Pete No. 81658 which they hope to stuff full of coins that they can care for a leper for one year.

The supper provided, might have fed many more, all voted they had had a lovely time and they hope to have more, during the summer. The only thing to regret was that the Ridge Mosquitoes were so large and hungry—they could even get on a tree and bark—as well as bite.

South Church Notes

Rev. Mary Andrews Conner Minister

9:45 Church School.

10:45 Church Worship.

The Minister will speak on the subject "What Helps You Most to Worship?"

Northfield's Young Peoples' Social Club closed its festivities, for the present, with a good time party for every one who attended the May Party last Thursday evening in the Town Hall. Not only young men and women, but many parents were there to enjoy the fun. The local orchestra, augmented by Mr. Fields' violincello, completed the short program.

A two piano recital was given at Sage Chapel last Sunday evening by Miss Marion Fuller of the Seminary music department and Mr. Carleton L'Hommecieu of the Mount Hermon faculty. The program was as follows:

Sonata No. 3 in C major, Mozart Accompaniment for second piano by Grieg Variations on a Theme by Haydn

Petite Suite Debussy Brahms

Kraczky March Berlioz

The program will be repeated next Sunday at Mount Hermon.

The final students' recital of the school year is being given this afternoon at Sage Chapel.

Professor Henry H. Tweedy of Yale Divinity School.

Rev. Wm. A. White of Northfield will be the Memorial Day Speaker at Wendell at 10 A. M. on May 30th.

Professor Henry H. Tweedy of Yale Divinity School.

The use of Radio in crime detection and prevention was particularly interesting as were the incidents relating to what the department calls "crooked fires." Arson is a crime often hard to detect and one difficult to convict upon but the department has fine records in this respect.

During the evening Mr. Mansfield related a few "Coolidge incidents." While

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Northfield, Mass.
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occurs.

Advertising rates will be furnished
upon application to the
Herald.

Friday, May 25, 1934

EDITORIAL

Tomorrow is Poppy Day. Once again the general public will be given an opportunity to honor the living Veterans and to remember the heroic dead by purchasing the poppies offered for sale on the streets.

These poppies furnish needed work and money for those Veterans in hospitals for whom the war is not yet over. Broken in mind and body they sit and wait for the last tattoo.

Volunteer workers will offer the poppies for sale. What you give will be used right here at home. You can help bring Sunshine into the lives of the disabled in the hospitals and care for the discouraged at home. Remember the day, Saturday. Be prepared to do your part.

Clarence Darrow and his committee seems to have found that long debated personage "The Forgotten Man."

Apparently he is the "little fellow" to whom the Code is a headache.

High School Notes

The senior class of Northfield High School will leave Thursday morning for a three day's visit to Boston. They will go by bus stopping at the Wayside Inn in Sudbury and at various points of interest in Concord, Lexington, and Cambridge. The Hotel Bellevue which is next to the capitol is to be their headquarters in Boston.

On Friday morning, they will make an extensive tour of the city both by bus and on foot with a competent guide. The afternoon will probably be devoted to shopping or a ball game at Braves Field.

On Saturday morning they expect to visit the frigate "Constitution" and then go to Plymouth. After lunch and a visit to various points of interest there, they will start for home.

Those who are making the trip with Miss Austin are: Jean Giebel, Elizabeth Havercroft, Minnie Jurkowski, Ruth Slaght, Edith Tenney, Polly Podlenski, Elizabeth Aulich, Florence Barnes, Adeline Cembalyst, Hazel Black, Fervil James, Barbara Cota, Rose Ladzinski, Edna Siiva, Verna Clough, Dorothy Barton, Abbie French, Edna Holloway, Lurine Williams, Robert deVeer, George Farley, John Hurley, John Lernatowitz, Ralph Kervian, Ralph Reed, Milton Twyson, Mickey Urigiewicz. Two other members of the class Patricia Bartus and Annie Sestowicki did not care to take the trip.

Northeastern League

The Editor attended a recent game in the new Northeastern Baseball League at Springfield.

Fans who like to see young and coming stars perform can get a good afternoon's fun in this league. Springfield has a snappy fielding team and a couple of hard-hitters in Nason and Farr. Malmstrom also takes a fine sock at the ball. The games are played at Hampden Park.

Legion Meeting

The regular meeting of Haven H. Spencer Post American Legion will be held this evening. A Service Men in town are invited to attend. Final plans for Memorial Day will be made and another drill held after which the regular business of the Post will be disposed of.

Harmony Lodge

A large number of Masons from Northfield and vicinity enjoyed a fine program on Wednesday night when Past Master's Night was observed by Harmony Lodge. The Third Degree was exemplified after which a social time was enjoyed.

JAMES & WARNOCK
PLUMBING - HEATING
and REPAIRING

Reasonable Prices
Estimated Free and
Cheerfully Given

Our Small Overhead is
Your Saving

Tel. 183-2 Northfield, Mass.

New Eyewear Styles for the Sportswoman



Miniature windshield wipers, operated by the wind, keep these eyes "windows clear" from flying snow and ice.

Below: The final touch to the skiing costume is a pair of dark glasses to protect the eyes from the intensely reflected sun rays.

Economy Grocery Stores

Friends Beans (3 Varieties) 2 tall cans 27c

ECCO BEANS (3 Varieties) 2 tall cans 25c

Corned Beef (Armour's) 2 cans 29c

Moxie (Contents) 2 large bottles 25c

American Dry Ginger Ale
(Contents) 28 oz. bottle 10c

Pale Dry Ginger Ale
(Contents) 12 oz. bottles—doz. 75c

Green Line Peaches
(Sliced or Halves) 2—No. 2½ cans 27c

Main Street

Tel. 199 Free Delivery D. W. WILLIAMS, Mgr.

AN APPEAL FROM YOUR PAPER!

When we visit some stores who should be advertising in the HERALD but are not doing it they tell us "We are reaching the Northfield people thru other mediums than Newspapers." We want to convince them that Northfield is interested in the success of the HERALD and that they can profitably Advertise with us.

To do this we are asking Your Help:—write in the coupon below the names of firms whose Advertising you would like to read in your community paper. Send to HERALD office or call 230-3 and some one will call for it.

—Editor

I WOULD LIKE TO READ THE FOLLOWING FIRM'S ADVERTISING IN THE HERALD.

Signed

Wheeland's

SPRING DRUG SALE

Rubbing Alcohol (2 Full Pts.) 25c

Russian Mineral Oil 39c Pt. — Qt. 76c

Guaranteed Hot Water Bottle 49c

A Fountain Syringe—2 Qt. Size 29c

Hospital Cotton, 1 Full Pound 29c

100 Aspirin Tablets 29c

1 Pt. Milk Magnesia 19c

1 Qt. Milk Magnesia 37c

Bay Rum (Full Pint) 19c

100 Cascara Tablets 19c

Moth Balls and Moth Flakes lb. 9c

Vacuum Bottle, (Pt. Size Only) 69c

\$1.00 Borden's Malted Milk 59c

25c Ex-Lax 17c

Pitcher's Castoria (2—4 oz. Bot.) 35c

Brattleboro, Vt.

A FULL LINE OF

Elizabeth Arden

Toilet Preparations

AT

The Rexall Drug Store

Brattleboro, Vt.

WATCH THE SATURDAY SPECIALS

Greenfield—Brattleboro MOTOR COACH SERVICE

Week Days
Lv. Greenfield 10:40 A. M.—
Bernardston, 10:55—Mt. Hermon,
11:03—Northfield, 11:08—East
Northfield, 11:10—Hinsdale, 11:25—
Arr. Brattleboro, 11:40.
Lv. Brattleboro, 1:00 P. M.—
Hinsdale, 1:30—East Northfield,
1:32—Mt. Hermon, 1:37—
Bernardston, 1:45—Arr. Greenfield, 2:00.

Except Saturday and Sunday
Lv. Greenfield, 5:30 P. M.—
Bernardston, 5:45—Mt. Hermon,
5:53—Northfield, 5:58—East
Northfield, 6:00—Hinsdale, 6:15—
Arr. Brattleboro, 6:30.
Lv. Brattleboro, 6:35 P. M.—
Hinsdale, 6:50—East Northfield,
7:05—Northfield, 7:07—Mt. Her-
mon, 7:12—Bernardston, 7:20—
Arr. Greenfield, 7:36.

Saturday and Sunday
Lv. Greenfield, 7:25 P. M.—
Bernardston, 7:40—Mt. Hermon,
7:48—Northfield, 7:53—East
Northfield, 7:55—Hinsdale, 8:10—
Arr. Brattleboro, 8:25.
Lv. Brattleboro, 8:30 P. M.—
Hinsdale, 8:45—East Northfield,
9:00—Northfield, 9:02—Mt. Her-
mon, 9:07—Bernardston, 9:15—
Arr. Greenfield, 9:29.

Saturday Only
Lv. Greenfield, 5:30 P. M.—
Bernardston, 5:45—Mt. Hermon,
5:53—Northfield, 5:58—East
Northfield, 6:00—Does not go beyond
East Northfield.
Lv. East Northfield, 6:05 P. M.—
Northfield, 6:07—Mt. Hermon,
6:12—Bernardston, 6:20—Arr.
Greenfield, 6:35.

Sunday Only
Lv. Greenfield, 12:45 A. M.—
Bernardston, 1:00—Mt. Hermon,
1:08—Northfield, 1:13—East
Northfield, 1:15—Hinsdale, 1:30—
Arr. Brattleboro, 1:45.
Lv. Brattleboro, 2:35 P. M.—
Hinsdale, 2:50—East Northfield,
3:05—Northfield, 3:07—Mt. Her-
mon, 3:12—Bernardston, 3:20—
Arr. Greenfield, 3:35.

TRAIN SCHEDULES
Daylight Saving Time
Northfield Station
Central Vermont Railway
Northbound
10:33 A. M. Except Sundays
8:41 P. M. Except Sundays
For East Northfield, Vernon
and Brattleboro.
Southbound
9:55 A. M. Except Sundays
4:25 P. M. Except Sundays
For Millers Falls, Amherst,
Palmer, Williamantic, Norwich and
New London.
Station Hours
8:00 A. M. to 12 Noon
1:00 P. M. to 5:00 P. M.
Week-Days Only
Telephone 35-3

TRAIN SCHEDULES
Daylight Saving Time
East Northfield Station
Boston and Maine Railroad
Central Vermont Railway
Northbound
Week-Days
9:00 A. M. For North
10:39 A. M. For Vernon and
Brattleboro
11:09 A. M. For North
11:15 A. M. To Keene
1:55 P. M. "The Dartmouth"
5:28 P. M. For Vernon and
North
8:48 P. M. For Vernon and
Brattleboro
10:33 P. M. "The Owl" for North
Sundays
8:52 A. M. For North
4:52 P. M. For North
10:33 P. M. "The Owl" for North
Southbound
6:12 A. M. For Springfield
7:45 A. M. For New London
9:55 A. M. For Springfield
2:46 P. M. "The Dartmouth"
4:20 P. M. For New London
4:48 P. M. For Springfield
8:53 P. M. For Springfield
Sundays
6:12 A. M. For Springfield
4:48 P. M. For Springfield
8:54 P. M. For Springfield
Telephone 138-4

MAIL SCHEDULES
Daylight Saving Time
Northfield Postoffice
Telephone 142-11
Mails Distributed
9:50 A. M. From All Directions
10:45 A. M. From North
11:45 A. M. From South, East
and West
3:10 P. M. From North
6:00 P. M. From South, East
and West
Mails Close
8:25 A. M. For North
9:10 A. M. For South, East and
West
10:25 A. M. For North and Keene
Branch
2:00 P. M. For South, East and
West
4:00 P. M. For North
6:00 P. M. For All Directions
R. F. D. leaves Postoffice 10:40
A. M.
Office Hours, 8:00 A. M. to
6:30 P. M.
Holiday Hours, 9:30 A. M. to
12 Noon.

MAIL SCHEDULES
Daylight Saving Time
East Northfield Postoffice
Telephone 111-2
Mails Distributed
10:15 A. M. From All Directions
11:30 A. M. From South, and
West
2:30 P. M. From North
6:15 P. M. From South, East and
West
Mails Close
9:15 A. M. For South, East and
West
2:30 P. M. From North
6:15 P. M. From South, East and
West
Mails Close
10:30 A. M. For North and
Keene Branch
2:00 P. M. For South, East and
West
4:15 P. M. For All Directions
6:15 P. M. For All Directions
Office Hours, 8:30 A. M. to
6:30 P. M.
Holiday Hours, 9:00 A. M. to
12 Noon.

MAIL SCHEDULES
Daylight Saving Time
East Northfield Postoffice
Telephone 111-2
Mails Distributed
10:15 A. M. From All Directions
11:30 A. M. From South, and
West
2:30 P. M. From North
6:15 P. M. From South, East and
West
Mails Close
9:15 A. M. For South, East and
West
2:30 P. M. From North
6:15 P. M. From South, East and
West
Mails Close
10:30 A. M. For North and
Keene Branch
2:00 P. M. For South, East and
West
4:15 P. M. For All Directions
6:15 P. M. For All Directions
Office Hours, 8:30 A. M. to
6:30 P. M.
Holiday Hours, 9:00 A. M. to
12 Noon.

See THE NEW NORGE

NORGE
Rollator refrigeration
You can buy a NORGE
for as little as \$10.00
A Week

The Morgan Garage
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Midgetville

A corner of the Midget Village, where "little people" from all over the world congregated to bring fun to the 1933 World's Fair. It will be one of the attractions of the New 1934 Century of Progress.

My Famous Recipes
Frances Lee Barton Says:
As the end of the winter approaches one of the signs of spring fever in our house is the pleasure with which the family has a dessert which is full of the refreshing tang of fruit. With these desserts in your repertoire it will be easy to indulge this natural craving.

Chantilly Orange Tapioca
1/2 cup water; 1/2 cup quick-cooking tapioca; 1/4 cup sugar; 1/4 teaspoon salt; 1 orange rind; 1/2 cup cream; 1/2 cup orange juice.
Place water in a bowl over double boiler and bring to a boil over direct heat. Combine quick-cooking tapioca, sugar and salt gradually with water and boil 5 minutes, stirring constantly. Place immediately over rapidly boiling water and cook 5 minutes, stirring occasionally. Remove from boiling water and add orange rind, cream, orange juice and orange pulp. Just before serving, garnish with very fine Vichy shreds of orange, cream, orange rind and cream.

St. Clement's Tapioca Cream
3 tablespoons quick-cooking tapioca; 2 tablespoons sugar; 1/4 teaspoon salt; 1 egg white; 1/2 cup milk; 1/2 cup orange juice; 1/2 cup orange rind; 1/2 cup cream.
Combine quick-cooking tapioca, sugar, salt and egg white in a bowl. Add orange juice and orange rind and stir until well blended. Place in a mold and chill. When chilled, turn out and garnish with orange rind and cream. Serve with orange juice.

The maps and membership cards are still pouring out through the mail. And membership applications are still pouring in. If you and your friends, without cost, would like to join the club and get the free maps simply send us a stamped, self-addressed envelope to Arthur Ashe Jr., President, Little America Aviation and Exploration Club, Hotel Lexington, 6th Street and Lexington Avenue, New York, N. Y.

BLOOMER & CHATTERTON

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ELECTRIC REFRIGERATORS
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and
CROSLEY

Choose from Our Large Display
Convenient Terms Arranged—Visitors Welcomed

Northfield's I.G.A. Store

LUMAN A. BARBER, Prop.
Telephone Northfield 10

Round Steak (Whole Slice)	lb. 19c
Fancy Native Fowl	lb. 25c
Rib Roasts (Boned and Rolled)	lb. 23c
Roast Pork (Rib End—3 to 4 lb. Oven)	lb. 13c
Spring Lamb (Fore Quarters)	lb. 17c
Spring Lamb (Legs)	lb. 25c
Butter	2 lbs. 55c
Native Potatoes (15 lb. Peck)	29c
Sugar	10 lbs. 49c
—FISH—	
Potted Plants for Holiday	20c and up

FREE DELIVERY
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Our Classified Ads Get Quick Results

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YOU can learn Bookkeeping, Banking, Shorthand and Typewriting at home in half the time, and at one-fifth the cost of attending a business college. You can complete the course in bookkeeping or banking, and receive your diploma in two months. You can learn to write over 100 words a minute in shorthand in less than two months, and you can become an expert, rapid typist in six weeks.

A small down-payment and easy monthly terms will get you started immediately. Complete satisfaction and a good position guaranteed, or your tuition will be refunded in full. Send ten cents in coin or stamps for complete descriptive literature of the courses in which you are interested. Do it today.

AMERICAN CORRESPONDENCE SCHOOL

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COVERS THE ENTIRE UNITED STATES

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Greenfield Granite & Marble Co. INCORPORATED



MEMORIAL DAY DELIVERY

Can be absolutely promised on any work chosen from our stock of 85 Monuments. Large supply of Markers of many types.

We are best equipped Monument Company in Western Massachusetts.

Telephone, Call or Write

L. L. Negus

Lee L. Taylor
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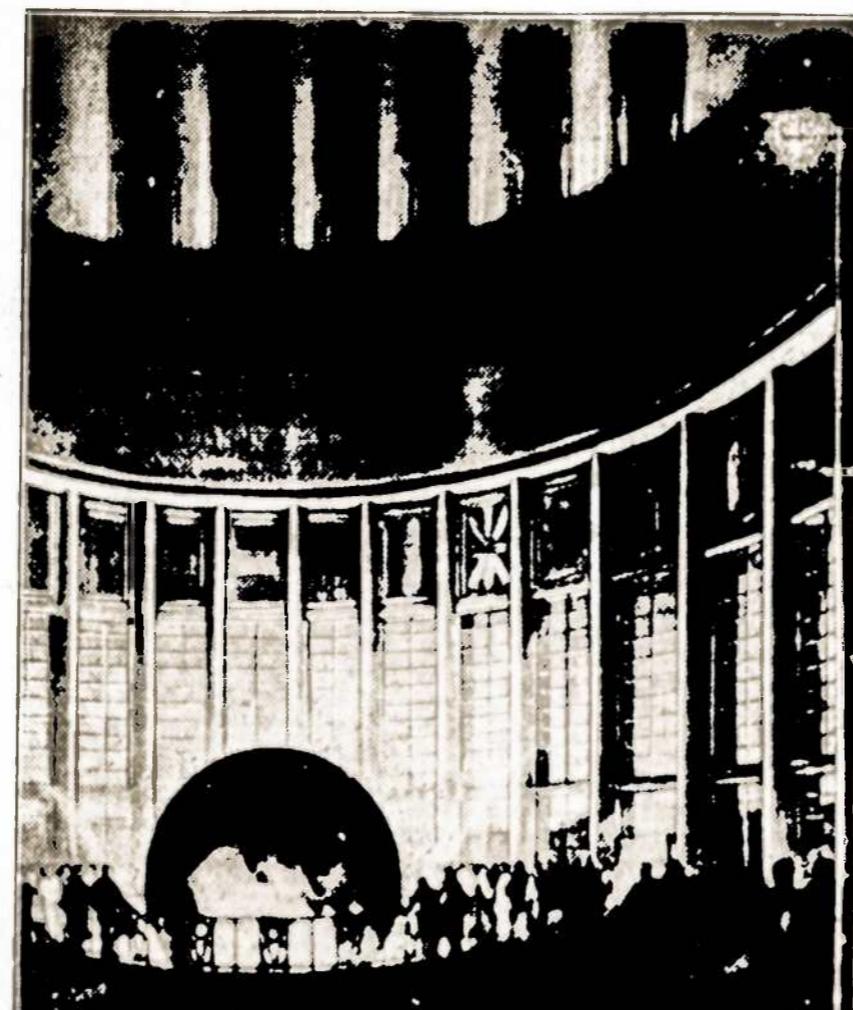
18
A Whirlpool of Excitement!

LITTLE AMERICA, ANTARCTICA, March 22 (via Mackay Radio)—Some excitement! Radio repaired so we can send our accumulated stories and messages. I helped dig the Fokker plane out of the snow of our blizzard last week, watched it start out on a test flight with Lieutenant Commander Isaac Schlossbach at the controls, and crash on the ice 500 yards south of the administration building. This was a very exciting process. Each ration is prepared according to a formula and contains sufficient food for one man for thirty days. It consists of that standby of all polar explorers, pemmican, which is a greasy concentrated meat cake, butter, tea sugar, malted milk, bacon, cocoa, concentrated soups, powdered milk, peanut butter, salt and pepper. How would you like to live on that diet for thirty days? The rations are weighed out to a fraction of an ounce to eliminate unnecessary weight on the trail. Each party carries a complete medical kit prepared by the doctor.

LeRoy Clark, our commissary officer, got lost in a blizzard half a mile out of camp and was rescued by Duke Dane, one of our dog drivers. Our new medico, Dr. Louis H. Potaka, from New Zealand, performed a marvelous appendectomy operation on J. A. Peltier, the aerial mapper, under terrible conditions in the Columbia radio shack, with Admiral Byrd holding the instruments. These precious instruments were almost lost in a sudden gasoline fire, that almost wiped out our administration building. Dr. Potaka accidentally started it while preparing for the operation. It was only put out by the heroic work of Paul Spike, Pete Demas, Stevenson, Corey, and several others. Then Pilot William C. Bowlin and Clay Bailey, radio operator, got lost in a blizzard in the Pilgrim plane, 15 miles from camp and were found by Admiral Byrd in the Kelliett autogyro. At 20 below zero they were sleeping peacefully in their tents and had buried their plane in the snow so the howling wind would not blow it away. They were returning from a trip to one of our southern bases, 100 miles away, so you can mark that flight on your club map with a black pencil—from the star at Little America to 79°49' south along the west meridian 163°12' and back. Then with the dog team symbol mark a course from the star along the same meridian to 81°05' south. That's where the main dog team party is now. Then make a wavy line right alongside to Lat. 80°14' where our four tractors, under command of Harold June, have successfully ploughed their way to another of our southern bases.

All of these events took place after we were routed out of our bags in the middle of the night a couple of weeks ago and had to spend 24 hours carrying tons of supplies to a new location and prepare to spend the winter in tents three quarters of a mile south of Little America because a mean crack had opened up all around us and we were in serious danger of being swept out to sea. That hazard seems over, or at least postponed, now because everything is frozen

Ford World in New Fair



This electrically driven giant globe will be part of Ford's dramaticization of the contributions of science, industry and agriculture to the modern automobile in the larg

est Exposition ever built when the new World's Fair opens in Chicago May 28. In contrast are the fifteen foreign villages, which offer the visitor a "world tour."

WATCH THE SATURDAY SPECIALS

Your Visit to Brattleboro

Will Not be Complete Unless You Eat with Us

35c

Dinners Our Specialty

Two Good Eating Places

All States	All States
Cafe	Diner
73 Main St.	78 Elliott

The Modern Hat Cleaning Shop

44 Main Street

Next to Latchis Fruit Store
BRATTLEBORO, VT.

We give you the most satisfactory job on your hat because we specialize in this line.

We clean every hat separately, and use no gasoline or acids.

We have the best electric blocking machine on the market.

We clean Ladies' Hats,—Felta, Straws and Panamas.

FIRST-CLASS Piano Service

TUNING AND REPAIRING
Moth Cleaning and Refelting

A. L. GOODRICH

208 Silver St., Greenfield, Tel. 4434

Factory-trained at Chickering's in Boston. Concert tuner for such artists as Zimbalist, Werrenrath and Galli-Curci.

SEND \$1.00 THE ATLANTIC MONTHLY

Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the Atlantic, for seventy-five years, America's most quoted and most cherished magazine.

Send \$1.00
(mentioning this ad)
to
The Atlantic Monthly,
8 Arlington St., Boston

HOUSE CLEANING TIME IS HERE

Don't forget that Watches and Clocks need cleaning.

Why Neglect Them?
Send Them To
F. L. Gaines
19½ Federal Street
Greenfield, Mass.



YOUR LAWYER KNOWS and YOU should know these facts about Automobile Liability Claims. You do not have to be to blame. A reckless driver cutting too close may force you into a pedestrian or a parked car. If the other driver keeps on his way, it's 10 to 1 you will have to pay.

BUY QUALITY INSURANCE
And Nothing Else

We can provide a policy exactly suited to your requirements, in strong old line stock companies. The first cost is the last—you are not subject to assessments to pay the losses of others.

COLTON'S INSURANCE

AGENCY
East Northfield, Massachusetts

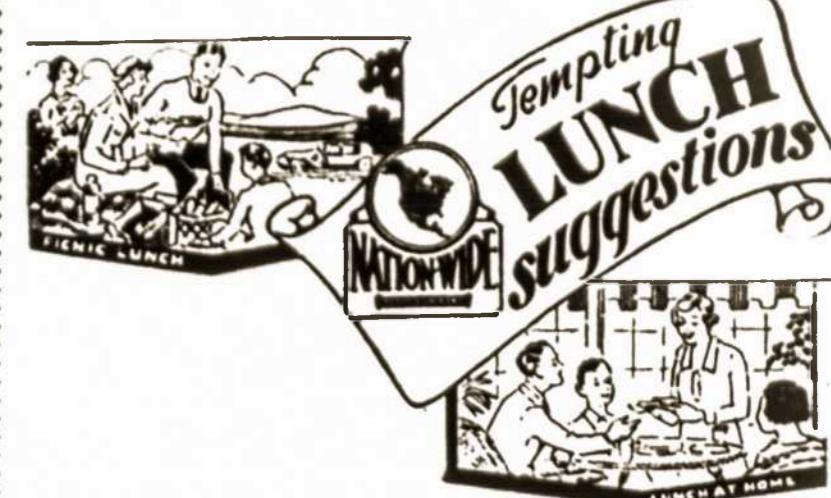
Telephone 161

Insure where you will have no regrets now—or later.

MAY 24-31

SOME LUCKY WOMAN WILL WIN A GENERAL ELECTRIC REFRIGERATOR ABSOLUTELY FREE (Installed)

Get the Particulars at Your Nearest Nation-Wide Store



Nation-Wide CHICKEN 33c

6-oz. Tin

UNDERWOOD'S DEVILED HAM 25c

2-1/4 Size Tins

Nation-Wide Salad Dressing 19c

Pint Jar

OLD HOME PEANUT BUTTER 29c

2-lb. Barrell

Norwegian in Olive Oil 3 Tins

Nation-Wide SARDINES 25c

Mastiff MAYONNAISE 25c

Pint Jar

Mastiff Stuffed OLIVES 21c

8-oz. Jar

Nation-Wide MUSTARD 10c

Jar

Nation-wide Corned BEEF 35c

2 Tins

Mastiff Sandwich Spread 13c

Jar

Morning—Noon—Night COFFEE 27c

Pound

Sushine Clover Leaves pkg. 17c

2 for 33c

Dainty Cream-Filled Wafers

Serve With Any Dessert

SUNSHINE Nobility Assortment 31c

1-lb. Pkg.

Assorted English Style Cookie Cakes—Ideal for Decoration Day Outings

The Famous Sand Springs—Pale Dry or Golden GINGER ALE 25c

(Contents) 2—Pint Bottles

For Salads and Desserts Marshmallow Fluff 19c

Large Can

ALL FLAVORS JELL-O 11c

2 Pkgs.

STERLING FIG BARS 25c

2 lbs.

MOXIE 15c

CRABMEAT 45c

2 Tins

From Giant Japanese Crabs BEST FOR SALADS, CANAPES OR SANDWICHES

OX TONGUE 21c

Jar

DERBY'S SLICED Makes The Most Delectable of Sandwiches Or Use As Cold Cut

PAPER NAPKINS 25c

3 Pkgs.

Pure PRESERVES 21c

16-oz. Jar

Cut-Rite WAX PAPER 25c

3 Pkgs.

Baker's BEXERT 10c

Pkg.

For Making Smooth Ice Cream at Home Vanilla and Chocolate—Pure Flavors

No Cooking—Mix and Freeze

FRUIT-OL 21c

Pt. Jug

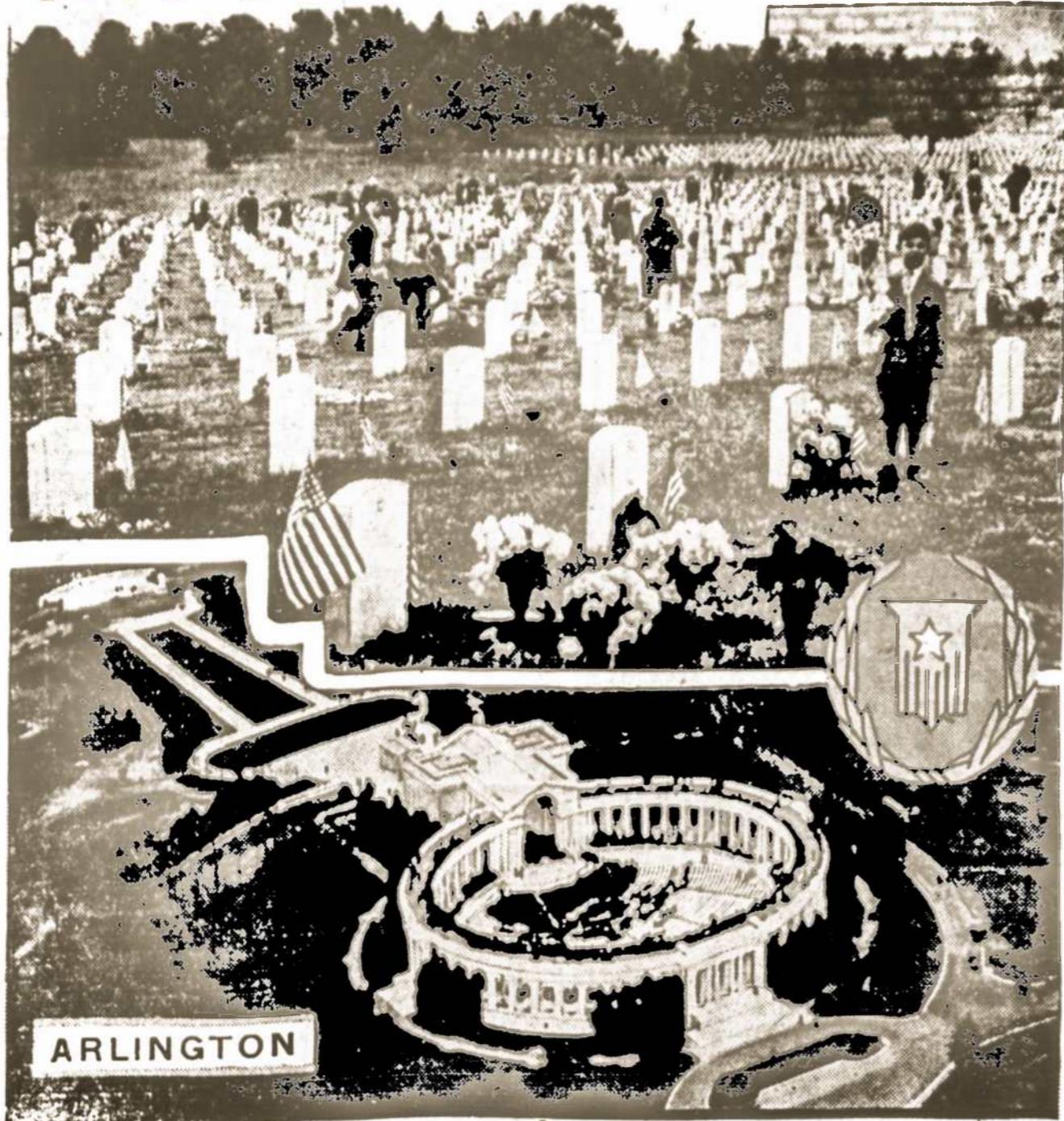
Syrups For Beverages—All Flavors

Patronize Your Local Nation-Wide Grocer

The Friendly Store—You Know the Owner



The Nation's Shrine



ARLINGTON

DECORATION DAY

By Frank Chester Cheever

Above the silent city of the dead
Where sleep the brave and true,
Our flag of freedom proudly waves
—The red, the red, and the blue.

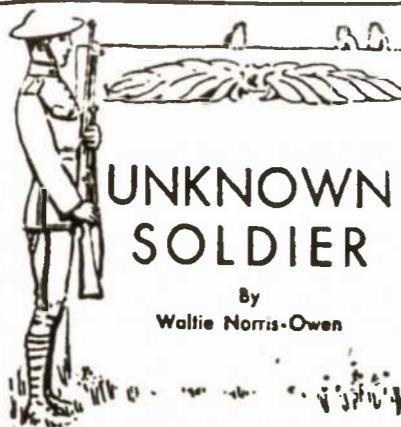
We hear again the muffled drums,
The bugle call so clear,
While softly rests a nation's dead
With those we love so dear.

No strife or bitter pain is theirs,
Their battle days are o'er,
And now eternal peace prevails
Where war is known no more.

To us who hold the torch of life
They speak from unknown graves
And plead for loyalty and right
Where freedom's flag still waves

Not greed or selfish pride be ours
When duty gives the call,
But lifting high the flag of truth
And watching, let it fall.

God grant that we may never be
Unworthy of our post,
But serve with truth and loyalty
The land we love the most!



By Wallace Morris-Owen

Brave soldier boy, unknown, sleep on,
sleep on.
In peace. Of noise and din you knew
your share
And more, in the great conflict over there;
So now, rest on, rest on — Those days
are gone.

No lovelier spot could shelter you; at dawn
With rising sun you are the first to wear
Her badge of gold. As twilight falls, with care
She slips it from your breast, each morn,
to don.

The birds sing sweetest o'er your quiet place
As with bared head and gentle tread,
the wreath
Of love and honor close we lay. With face
Toward blood-bought flag we hear the
taps beneath.

Your shoulders white, sleep on, our boy! We
trace
Through you the sword of war within
its sheath.

MARKING A HERO'S GRAVE



Wreath of Flowers for the Dead Soldiers of France.

Memorial Day

A day of patriotism, it challenges the attention for its demand upon each citizen, its implied pre-scription that each individual career shall be of use and value to the national welfare. Perhaps it is in this regard that it has most compelling significance—it summons the rank and file of the land to labor and live in obedience to the noblest of ideals. It exalts lip-service, claiming instead honest, sincere and unfaltering dedication. No other date in the calendar makes a more drastic regulation upon the soul.

Above all a day of consecration, a day of prayer, a day to pledge renewed allegiance. It gives opportunity for the expression of brotherhood and love for living and dead alike.

Such insignia must be displayed at all times."

Mr. Benway said the Motor Truck Club of Massachusetts, Inc. was acting as agent for the Code Authority in registration of vehicles and on other matters of compliance with the Code. He expressed the hope that Massachusetts would be one of the first states in the country to bring its vehicles in complete compliance with the Trucking Code.

Northfield Farms

Harold Clough has traded his Buick to Spencer Bros. for a new black V-8 Ford.

Sunday guests at Charles Morgan's were: Mrs. D. W. Thompson, Mr. and Mrs. Percy W. Thompson, Jackie, Edward and Audrey; Mrs. Amber Webster all of Orange.

Mr. and Mrs. James Browning of Millers Falls visited at Lincoln Hammond's Friday night.

Mrs. N. P. Wood of Northfield entertained with a luncheon Friday afternoon at Sunset Inn at the "Farms."

Betty Foster of Lowell spent the day recently at the "Barrett place."

Charles Slate is building a small house on his land purchased from Mrs. Carlo Franko at the Upper Farms and will make his home there for a few months.

Orzo Adams and daughter, Miss Florence Adams, have rented the Harriet Perkins place and are here for a few months.

Mr. MacKitchen of Weston spent the week-end with Miss Florence Adams and her father.

Ethel Hammond and Gilbert Hammond spent Sunday in Gill with Mr. and Mrs. James Pollard.

Mr. and Mrs. John Kervian and Alice visited her mother, Mrs. Sophie Brunelle in Springfield.

Scoutmaster Lewis Wood and Ralph Kervian went to Northampton Friday to the "Scout Jamboree" returning Saturday night.

Mrs. Lawrence Hammond spent the week-end in Millers Falls with her mother, Mrs. Florence Brocklesby.

Mrs. Charles Gilbert spent a few days in Greenfield last week with Mrs. Jennie Bascom.

The Ladies Benevolent Society's next meeting will be Thursday, May 21. A covered dish supper will be served.

South Vernon

Services at the South Vernon Church next Sunday and during the week are as follows:

9:30 A. M. Church School.

10:45 A. M. Sermon by the pastor, Rev. Geo. A. Gray.

7 P. M. Song Service, followed by preaching.

7:30 P. M. Thursday, May 31, mid-week service at the Vernon Home.

7:30 P. M. Friday, May 25, there will be a choir rehearsal at the parsonage for the purpose of practicing special music in the "Children's Day Concert." All who are willing to assist, are invited to come.

Last Sunday morning at the South Vernon Church, the pastor, Rev. Geo. A. Gray preached from the text, "The Conflict of the Ages." A duet was sung by E. W. Dunklee and Mrs. Ralph Gibson. In the evening, Rev. Mr. Gray spoke from the subject, "The Door of the Kingdom of God." A solo "Face to Face," was sung by E. W. Dunklee.

The State Code Authority has compiled a list of all motor truck operators in Massachusetts," Mr. Benway said. "This list will be checked carefully with all applicants for registration. Failure to register is a violation of the Code, subject to severe penalties."

Following registration, members of the industry will be entitled to receive insignia to be placed on the vehicles registered.

more
emphatically true
today than it
ever was

A SIX COSTS LESS TO RUN



CHEVROLET Engineering facts prove it. Experience in building nearly ten million cars confirms it. And the record of over 3,000,000 Chevrolet Six owners removes any shadow of doubt about it: The only way to get real economy in a low-priced car is to insist on SIX cylinders and OVERHEAD valves.

SIX cylinders—no more!—because extra cylinders mean extra cost for gas, oil, upkeep and parts. OVERHEAD valves—nothing else—for the same good reason that airplanes use them. And speedboats. And racing cars. They get the MOST power out of the LEAST gas. That's why overhead valves are the choice of leaders—and champions.

CHEVROLET MOTOR CO., Detroit, Mich. Compare Chevrolet's low delivered prices and easy G. M. A. C. terms. A General Motors Value

FULLY-ENCLOSED KNEE-ACTION WHEELS

80 HORSEPOWER—80 MILES PER HOUR

CABLE-CONTROLLED BRAKES

SHOCK-PROOF STEERING

BODIES BY FISHER

DEALER ADVERTISEMENT

JORDAN MOTOR SALES, East Northfield, Mass.

nice dinner Friday afternoon. All had a very enjoyable time.

Mrs. R. C. Allen has received word that her brother, Alton Morse, who has been dangerously ill with ruptured appendix at the Peekskill Hospital, N. Y., is now recovering from a serious operation, and is now able to sit up in a wheelchair out in the sun porch.

Mr. and Mrs. Daniel Bischoff and son Robert of Belleville, N. J., spent the weekend with Mr. and Mrs. Ralph Holton.

Mr. and Mrs. Frank Brassor and family moved Sunday to Raymond Brassor's house over in the backwoods in West Northfield.

Joseph Weston of Belleville, N. J., is a guest of his daughter, Mrs. Ralph Holton.

Mr. Wilford French has moved from his home in West Northfield to the home of his father, Watson French in Chesterfield, N. H.

Mrs. Ralph Holton and family are ill with whooping cough, and many children have been exposed to it.

Report says that chicken thieves are raiding people's henhouses. Mr. Belden and Mr. Wilson, having lost several recently.

Mr. Geo. W. Hunt a resident at the Vernon Home, spent a very pleasant and happy Mother's Day.

His daughter, Mrs. Anna Blackmer of Gardner Mass., and her brother, William L. Hunt of Brattleboro, Vt., were his guests.

Another son, Albert H. Hunt of Nashua, N. H., was unable to be present but Mrs. A. H. Hunt and daughter Ruth, and Mrs. Hunt's sister, Mrs. Ruth Adams of Brattleboro, Vt., as well as many other relatives of the Hunt family were present.

Mrs. Geo. Hunt passed her 89th birthday the 8th of March, and this seemed the crowning day of all. She received many beautiful flowers as well as other gifts of remembrance. Mrs. Hunt is a great nature lover, and she greatly enjoys the beautiful sunset which comes to her view at the Vernon Home, which she says "is a continual feast to her."

When Mr. and Mrs. Clifford Streeter were suddenly awakened last Saturday night around midnight they received a great shock when they looked out of their bedroom window and saw their barn in flames. The roof where the cattle were stabled was ready to fall in and then it was too late to save anything at the barn, 20 cattle, 3 horses, 2 pigs, with wagons and all the farm machinery were destroyed with some hay and 2 tons of fertilizer, except one plow and one horrow which was left outside. The barn with the big silo was only a few feet from the house, just a drive-way between the wood-shed, which was filled with a year's supply of wood, that was burned as well as the whole house.

The Northfield and Brattleboro Fire Departments were called and responded quickly, and they managed to save the main part of the house, although this was thoroughly soaked with water inside and out. Arthur Jackson and daughter, Mrs. Martha Emery took Mr.

Ernest James and family have moved from Mr. Charles Bruce's tenement to Philip St. Greenfield, Mass.

The Ladies' Aid of Gill, will give a strawberry supper at the



Make SURE of Your Protection

HOW many times did fire win in your community this year? And how close did it occur to your own property?

The nearness of danger makes one realize the importance of taking certain precautions beforehand. Insurance is one of them. Think of your remorse, should fire come tonight and find you inadequately insured. Your insurance protection deserves consideration now. Let us help you.

There is no obligation for our counsel. Just call, phone or write for an interview.

COLTON'S INSURANCE AGENCY

EAST NORTHFIELD, MASSACHUSETTS

Telephone 161

Insure Where You Will Have No Regrets Now—or Later

and Mrs. Streeter and several children into their home that night. It was said there was a \$3000 insurance, but this will not cover this loss as it was estimated to be from \$5000 to \$8000. It is thought the fire was of incendiary origin.

Mr. and Mrs. Streeter have the sympathy of the community as Mr. Streeter has been in failing health for some time. He is undecided what he will do in the future.

The Neighborhood Sewing Club will meet at Mrs. Eugene Levieille this week.

The Boy Scouts have been delivering pamphlets from and for the Franklin County Hospital. In so doing it has saved the hospital considerable money.

The Fuller Brush Agent has put in his appearance once more in Gill.

Gill

Rev. Dorr Hudson was in Boston Monday.

It has been voted to hold our Sunday School session before church at 9:45 o'clock beginning Sunday May 27. Church services beginning at 11 o'clock.

Mr. and Mrs. Ralph Bogue and family were visitors at Mr. Bogue's mother's in Canton Conn. on Mother's Day.

Ernest James and family have moved from Mr. Charles Bruce's tenement to Philip St. Greenfield, Mass.

The Ladies' Aid of Gill, will give a strawberry supper at the

CLASSIFIED

Rates—One cent per word per insertion, minimum charge 25¢ per insertion. Cash in advance required.

Classified Advertisements should reach the Herald office before Thursday noon for proper insertion. Advertisements may be left at the Herald office or telephoned to 230-8.

WHIRLPOOL and A. B. C. Washers, \$49.50 up. Sales and Service. Grunow Refrigerators. Crosley and Bosch Radios. Furniture, carpets, congeoum, and bedding. Washing Machine Exchange, 31 Chapman St. Tel. 9664. April 27 tf

FOR SALE—One Horse Lumber Wagon with shafts and pole. Hay Rack made for same. One set nearly new heavy Express Harness. Call at Z. H. Wade, South Vernon.

FOR SALE—Guernsey Cow—Registered—5 year old, with or without papers. Will make a good family cow or an excellent foundation for a registered herd. Call at Frank W. Williams, Warwick Ave. Northfield, Mass. Tel. 155-11.

CALL—The Handy Man for Carpentry, Plumbing, Painting. E. N. Makepeace, Tel. 240. tf

FOR SALE—The John Finn Place on Main Road from Northfield to South Vernon Station. All Modern improvements. Buy of the owner and save commission. Z. H. Wade, South Vernon, Mass. 4t May 4

WANTED—Work by the day or hour. Tel. 19-3. Northfield, Mass. 4t

LOST—On Northfield Farms Road Tuesday, small plate about four inches square from front of automobile. Please leave at Morgan's Garage.

WANTED—A Used Piano—must be in Good Condition. Phone Herald Office 230-3. Or address Box A, Herald Office. 2t-5-25.

BUSINESS SERVICES

We turn brake drums, repair sewing machines, motors, pumps, vacuum cleaners, gas engines, Babitt bearings, make gears and machine parts. Bickford Machine Shop, 243 Silver Street, Greenfield, Mass. Phone 5020. tf-ch

PROFESSIONAL

A. H. WRIGHT, M. D.

PHYSICIAN AND SURGEON
Main Street, Northfield
Telephone call 90—private line
Office hours 1:30 to 3
and 7 to 8 p.m.
Sundays by appointment

DR. RICHARD G. HOLTON

Dentist
Bookstore Building—E. Northfield.
OFFICE HOURS
9 a.m. to 12 m.—1:30 to 3 p.m.
except Saturday p.m.
Telephone 105-2

W. G. WEBBER, M. D.

29 Highland Avenue
Telephone Northfield 82
Office hours 1—3 and 6—8 p.m.

R. E. HUBBARD, M. D.
188 Main St. East Northfield
Office Hours: Daily 12:30 to 2:00 p.m.
Evenings
Tuesday—Thursday Saturday 7:30
Other hours by appointment
Special Attention Given to
Surgery and Diagnostic Work

BUSINESS

SAMUEL E. WALKER

Notary Public
Fire and Casualty Insurance
Bookstore Building
East Northfield, Mass.

For Your Amusement At The Theatres

At The Lawler GREENFIELD

Afternoons at 2:15; evenings at 7:30. Holidays and Sunday continuous from 2:16.

Daylight Saving Time

NOW PLAYING
"A MODERN HERO"
"THIS MAN IS MINE"

Sunday through Wednesday

May 27, 28, 29, 30

Lee Tracy, in
"I'LL TELL THE WORLD"
See him as the devil-may-care big shot who's always on the spot where anything exciting is happening—a globe trotter who travels mostly on his wise cracks and nimble wit.

ADDED HIT
Joe E. Brown—Imagine "Big Mouth" as a gangster who couldn't be crooked to save his life in—"A VERY HONORABLE GUY". Funnier than "Son of a Sailor"

Thursday thru Saturday

May 31—June 1

Songs—Romance—Laughter
He's in the movies. Carl Ed's famous Comic strip brought to hilarious life.

Hal Le Roy in

"HAROLD TEEN"

With

Rochelle Hudson - Guy Kibbee
Hear these Song Hits:
"How Do I Know It's Sunday"
"Two Little Flies
On a Lump of Sugar"—PLUS

She couldn't make up her mind about men—particularly her husband, who she gave to the "other women" if the latter would supply her with a new one—

"UNCERTAIN LADY"

With
Genevieve Tobin
Edward Everett Horton

Richard Dix - Irene Dunne, in
(Stars of Cimarron)
"STINGAREE"

Joe E. Brown in

"THE CIRCUS CLOWN"

Boris Karloff - Bela Lugosi in
"THE BLACK CAT"

Margaret Sullivan in
"LITTLE MAN WHAT NOW"

PARK YOUR CAR
AT THE
MANSION HOUSE GARAGE
CLEAN—WARM—RELIABLE

GARDEN THEATRE

Greenfield

Friday through Monday
May 25-26-27-28
To-gether Again

Janet Gaynor - Charles Farrell
IN
"CHANGE OF HEART"

With

James Dunn - Ginger Rogers
From the Novel
"Manhattan Love Song"
By Kathleen Norris

You will be thrilled by the reunion of the world's favorite sweethearts. A great story! A great cast!

Added Feature —

"DOUBLE DOOR"

With
Evelyn Venable
Kent Taylor
Mary Morris
Sir Guy Standing

A mystery melo-drama with a sinister female "menace" as weird and thrilling as Frankenstein. Known on the stage as the Play that Shocked Broadway.

Two Complete Performances

Per Day

Matinee 2:00—Eve. 7:30
Saturday and Sunday
Continuous from 2 P. M.

Tuesday thru Thursday

May 29-30-31

What girl wouldn't like to be a Princess if for only 30 days?

Sylvia Sidney in

"THIRTY DAY PRINCESS"

With

Cary Grant
A Romantic Comedy Drama that gives vivacious and versatile Sylvia the greatest opportunity of her career in a dual role.

CO-FEATURE —

"PRIVATE SCANDAL"

With

Zasu Pitts
Phillips Holmes
Mary Brian
Ned Sparks
Lew Cody

An exciting murder-mystery story built mainly for laughing purposes.

Matinee 2:00—Eve. 7:30
Saturday and Sunday
Continuous from 2:00

Continuous Performance
Wednesday May 30
From 2 P. M.

Auditorium

Matinee 2:30—Evening 7:30
Standard Time

Friday-Saturday
Joe E. Brown in

"A VERY HONORABLE GUY"

With
Alice White
Robert Barrat
Alan Dinehart
Irene Franklin

—ALSO—
Latest News-Comedy-Novelties

Monday-Tuesday
Evelyn Venable in

"DOUBLE DOOR"

With
Kent Taylor

—ALSO—
Latest News-Novelties

Wednesday-Thursday-Friday
"20 MILLION SWEETHEARTS"

With
Dick Powell-Ginger Rogers
Pat O'Brien
And 10 Other Big Stars

AT THE CAPITOL

BRATTLEBORO

THREE SHOWS DAILY
2:30 — 7 and 9 P. M.
Standard Time

May 25 and 26
Joel McCrea—Sally Blane
Berton Churchill - IN

"HALF A SINNER"
Chapter 8 of
"RIN TIN TIN, Jr."

—AND—
Chapter 5 of
"PERILS OF PAULINE"

—Serials—
—CARTOON—

Coming Soon!
"SORRELL AND SON"

With
H. B. Warner

"HOUSE OF ROTHSCHILD"

With
George Arliss

"CATHERINE, THE GREAT"

With
Douglas Fairbanks, Jr.

"FINISHING SCHOOL"

With
Frances Dee

"BLACK CAT"

With
Boris Karloff

"FORGOTTEN MEN"

With
An All Star Cast

AT THE VICTORIA

GREENFIELD'S ONLY
INDEPENDENT THEATRE

Thursday-Friday-Saturday
May 24-25-26

"DELUGE"

With
Peggy Shannon Lois Wilson
Sidney Blackmer

Our modern world destroyed before your eyes! An astounding imaginative romance staged in the vast waste of civilization!

—ALSO—
"BOMBAY MAIL"

With
Shirley Grey

Onslow Stevens

Ralph Forbes

Hedda Hopper

The mile-a-minute mystery drama staged aboard a train speeding across India!

NOTICE!

Thursday-Friday-Saturday
Evening Only!

Added Stage Attraction

"KITCHEN RANGERS"

of Amherst, in a song, dance and musical offering. These boys are being brought back owing to many requests of our patrons.

Starting Sunday, May 27

Janet Gaynor

Lionel Barrymore

IN

"CAROLINA"

With
Robert Young

Richard Cromwell

Henrietta Crosman

Mana Barrie

Stepin Fetchit

Like a flash of sunlight the bursts into sleepy Carolina — upsetting traditions — injecting life where there was laziness—love where there were fear and hate.

—ALSO—
John Wayne in

"BLUE STEEL"

COMING !!

"VIVA VILLA"

With
Wallace Beery

PARK YOUR CAR

AT THE
MANSION HOUSE GARAGE

CLEAN—WARM—RELIABLE

Latchis Theatre

BRATTLEBORO
Matinee 2:30—Evening 7:30
Standard Time

Friday-Saturday
"MERRY WIVES OF RENO"

With
Margaret Lindsay

Donald Woods

Guy Kibbee

Glenda Farrell

Hugh Herbert

Hobart Cavanaugh

Ruth Donnelly

Frank McHugh

Roscoe Ates

Every Saturday!

—5 Big Time Acts 5—

Vaudeville

Monday-Tuesday-Wednesday

Clark Gable

William Powell

Myrna Loy

IN

"MANHATTAN MELODRAMMA"

With
Leo Carrillo-Nat Pendleton

—ALSO—
Latest News-Novelties

Thursday Only

"PRIZEFIGHTER AND

THE LADY"

With
Max Baer

Myrna Loy

Jack Dempsey

Walter Huston

Coming Next Week!

"TWENTY CENTURY"

With
John Barrymore-Carole Lombard
Walter Connolly

Locals

Many people believe that the eyes glide smoothly along the lines of print, so that travel is not at all difficult for them, Mr. Julian says.

On the contrary the eye reads by a series of small jumps, taking in groups of letters or small words in a single jump. Speed in reading varies with training, size of print, light, the difficulty of the text and the efficiency of the eyes, four people in ten being un-equipped physically to read as rapidly as they should. If you cannot read easily and rapidly when ordinary print is held from twelve to fourteen inches from your eyes, it is high time for you to visit your eyesight specialist, Mr. Julian says.

We Carry

WICKS

For All
Standard Makes of
OIL STOVES

Also Genuine
LOVELL

Wringer Rolls
FOR

All Standard
Electric Washers

GEO. V. CORSIGLIA

8 Federal St. Greenfield

SEE These Good Used Cars

TODAY

1930 Ford Dual Truck

1927 Buick Sedan

1927 Red Truck

1927 Studebaker Truck

1928 Chevrolet Coach

1932 Chev. Sport Roadster

1931 Chev. Sport Coupe

**The G. A. R.
Parades**

THE adjectives have long become familiar—"They trudged painfully up Riverville Drive, . . . they bobbed bravely though the rain and mist behind the flag that flew above Round Top at Gettysburg as smothered in the battle smoke over the Valley of Virginia."

The numbers have dwindled. But these valiant G. A. R. veterans of the war between the states hold tightly to their ancient glories and their friendships, wearing their forge caps of the '60s. It is the same in France and Germany and England, in Italy and Turkey and other countries.

Wars breed their heroes, and the heroes become old men with their stories which few care to hear. They smoke their pipes and in the smoke dream their ancient dreams, seeking the solace of a thing that's fled.

This is a characteristic of war. It creates a camaraderie that men like to preserve as an emotional crutch.

But there has grown up a difference in the outlook of crops of soldiers. Perhaps virtually every living soldier of the Civil War identifies himself proudly with that war. But the millions who engaged in the last great encounter include a large percentage who forty or fifty years from now will not care to own their ancient military regalia. They will not march in the rain bravely.

They may be sitting in old folks' homes or in armchairs discussing the folly of the great encounter. But, better still, it is to be hoped that war will have become so rare in the next half century that the boys who wore the khaki in France and our own cantonments will need other glories to sustain their reveries in their last days.—New York World-Telegram.

**Franklin County
Cleaners--Dyers**

Guaranteed Work
No Odor
Call and Deliver
Greenfield 6916

**GREENFIELD
TAILORING**
Order Your New Suit
Custom Tailored
Guaranteed Fit

378 Main St.
(Mansion House Block)
Greenfield

**KELLER BROS.
CARPET CLEANERS**

ORIENTAL RUGS
A Specialty
Tel. 4428
GREENFIELD
Works—Bernardston Road

**Cedar Post
Inn**

TOWNSHEND, VT.
On Route 30

FOR
MATERNITY CASES
AND
CONVALESCENTS

Practical Nurse
In Attendance

Quiet Surroundings
Home Cooking
Reasonable Rates

Mrs. C. H. Lathe

Located One Mile from
Townsend on West
Townsend Road
Route 30

**SATURDAY
MAY 26th, 1934**

**IS
Poppy Day**

BUY AND WEAR A POPPY

This Space Donated by SPENCER BROS.

FORD Dealers in Northfield

Here And There

Here's a simple and inexpensive trick that will settle the question of moths for you—apply strips of adhesive tape along inside edges of chests and closets where sides and bottom join. This makes even an ordinary box tight and mothproof.

Customs officials in Hamilton, Bermuda, follow out the old policy of trusting no one, not even a Marx, according to Harpo, who has been vacationing here. When Harpo arrived here with Joseph Schenck, Lou Holtz, Sam Harris and Al Lichtman, customs officers at once spied his harp and demanded a ten dollar duty on it.

Harpo told them that he had brought it only for his own amusement; the officials, however, were not satisfied and said he might sell it while he was in Bermuda.

"I'll leave Schenck as a hostage," offered Harpo, but this compromise was turned down. Harpo paid ten dollars.

Imagine yourself covering half a mile daily in hops of a sixteenth of an inch.

That is what your eyes do when you read your newspaper, according to M. J. Julian of the Better Vision Institute. The average metropolitan daily contains approximately half a mile of print, exclusive of illustrations and advertisements, and the average detective novel that you read in the evening is about the same length. Full length novels are three-quarters of a mile and longer; works like Hervey Allen's "Anthony Adverse" reach almost five miles of print. Little wonder that the delicate eye muscles sometimes feel a strain at such a burden of exercise!



AN ADVERTISEMENT BY THE WESTERN MASSACHUSETTS ELECTRIC CO.
Amherst * Easthampton * Greenfield
Complaints of WESTERN MASSACHUSETTS COMPANIES

**Wonders of Science
and Invention**

**OVER 400
PICTURES**

Pictures tell the story. The articles are short, concise, and fascinating. Here are a few subjects covered:

Arts and Craft Work—Astronomy—Automobile Repairing—Aviation—Boat Building—Camping—Chemistry—Country Electricity—Home Made Furniture—Hunting, Fishing—Ideas to Make Money in Spare Time—Jewelry Work—Metal Working—Model Making—Motion Pictures—Radio—Toys—Wood Turning.

"Written So You Can Understand It"



Told In Simple Language

Would you like to keep posted on all the new developments in this remarkable world of ours? The new Inventions—the latest Scientific Discoveries—the amazing Engineering Feats—the progress made in Aviation—Radio—Electricity—Chemistry—Physics—Photography, etc.? These and many other fascinating subjects are brought to you each month through the pages of POPULAR MECHANICS MAGAZINE.

Something for Everyone!

Special departments are devoted to the home craftsman, the practical shopkeeper. The magazine has a large section filled with hints and helpful information on construction and maintenance of both transmitting and receiving sets. For the housewife, there are scores of hints to lighten her daily tasks. . . . It's the one magazine everyone in your family will enjoy.

At All Newsstands 25c

or by Subscription \$2.50 a Year
Stop at your favorite newsstand and look over the current issue. If your newsdealer is sold out, order direct.

POPULAR MECHANICS

300 E. Ontario, St. Dept. N., Chicago

TRY "THE HERALD" JOB PRINT

PAINT CURIOSITIES by Dr. Henry A. Gardner



Subscribe for "THE HERALD"

NATION-WIDE STORE

SPECIAL

Carr's Graham Crackers 2—1 lb. pkgs. 33c

LaFrance Powder 3—10c pkgs. 25c
2 Dozen Clothes Pins FREE !

Revere Granulated Sugar 10 lbs. 49c

Butter 2 lbs. 55c

New Potatoes per peck 59c

Cantaloupes 2 for 25c

FRED A. IRISH, Proprietor

Telephone 136-2 Northfield, Mass.

TRY "THE HERALD" JOB PRINT



PLANTING TIME is a reminder of the rewards of foresight and thrift. • The dollars you deposit in your bank account are seeds of success that will grow to useful sums for future needs.

Vermont-Peoples National Bank

BRATTLEBORO, VERMONT

THE BOOKSTORE

STATIONERY
PAPETERIES, PADS, ENVELOPES

BOOKS

RELIGIOUS

FICTION

JUVENILES

PENS

PENCILS

MAGAZINES

NEW YORK — BOSTON — SPRINGFIELD

DAILY PAPERS

East Northfield, Massachusetts

**THE
NORTHFIELD**

A "Real New England Inn"

OFFERS

New Low Rates—Day, Week or Month.

Gift Shop — from which distinctive gifts may be purchased at reasonable prices

Beauty Parlor — open week days.

Service by Appointment

Garage Storage and Service

Auto and Bus Livery

Special reduced Rates to Townspeople

A. GORDON MOODY, Resident Manager

Garage, Telephone 61 Hotel, Telephone 44



Franklin County's Oldest Bank

Offers the Banking Services
of the Following Departments:

COMMERCIAL SAVINGS TRUST

SAFE DEPOSITS TRAVEL

All Operations under Strict United States
Government Supervision

1822

1934

**FIRST NATIONAL BANK
AND TRUST COMPANY**
GREENFIELD, MASSACHUSETTS

ADVERTISE IN YOUR HOME NEWSPAPER

**DON'T TAKE TIRE
WORRIES ALONG
ON YOUR TRIP . . .**

Drop them off here before you start out this week-end or next Wednesday . . .

It's a lot safer, more pleasant and cheaper in the end to start out on new tires—particularly since prices are still so low . . . And because Goodyear makes the most tires—by millions—and so offers the biggest money's worth at every price—it's a lot wiser to choose new Goodyears.



**Dependable
GOODYEAR
SPEEDWAY**
A good low-priced tire — value only Goodyear can offer.
\$4.10
4.40-21
30x31/2 4.50-20
\$4.00 \$4.70
4.50-21 4.75-19
\$4.85 \$5.30
Other sizes in proportion.

**Latest
GOODYEAR
PATHFINDER**
Superior to highest-priced tires of many other makers.
\$5.70
4.40-21
4.50-21 4.75-19
\$6.50 \$6.90
5.00-19 5.25-18
\$7.40 \$8.35
Other sizes in proportion.

NEW "G-3"

GOODYEAR ALL-WEATHER

The Greatest Goodyear tire of all time — 43% more non-skid mileage—tougher rubber and more of it — the tire that outgrips and outlasts them all. See it!

And the best news of all: This marvelous new Goodyear "G-3" with its many advantages over any other tire on the market costs you nothing extra.

Prices subject to change without notice and to any State sales tax.

GOOD YEAR

THE MORGAN GARAGE

NORTHFIELD, MASS.

Telephone 173

Our Tire Repairs Guaranteed—Expert Vulcanizing—Estimates Free

Poppy Day

Tomorrow will be "Poppy Day" throughout the United States. Millions of Americans will wear little red poppies in tribute to the men who gave their lives on the poppy-studded battlefields of France and Belgium during the World War. An army of approximately 100,000 women will distribute the memorial flowers on the streets of practically every city and town in the country.

Arrangements for observance of "Poppy Day" here have been completed by the women of the local American Legion Auxiliary Unit under the leadership of Mrs. Hoyle, poppy chairman. Auxiliary women will distribute poppies on the street throughout the day, and will receive contributions for the welfare of disabled veterans, their families and the families of the dead.

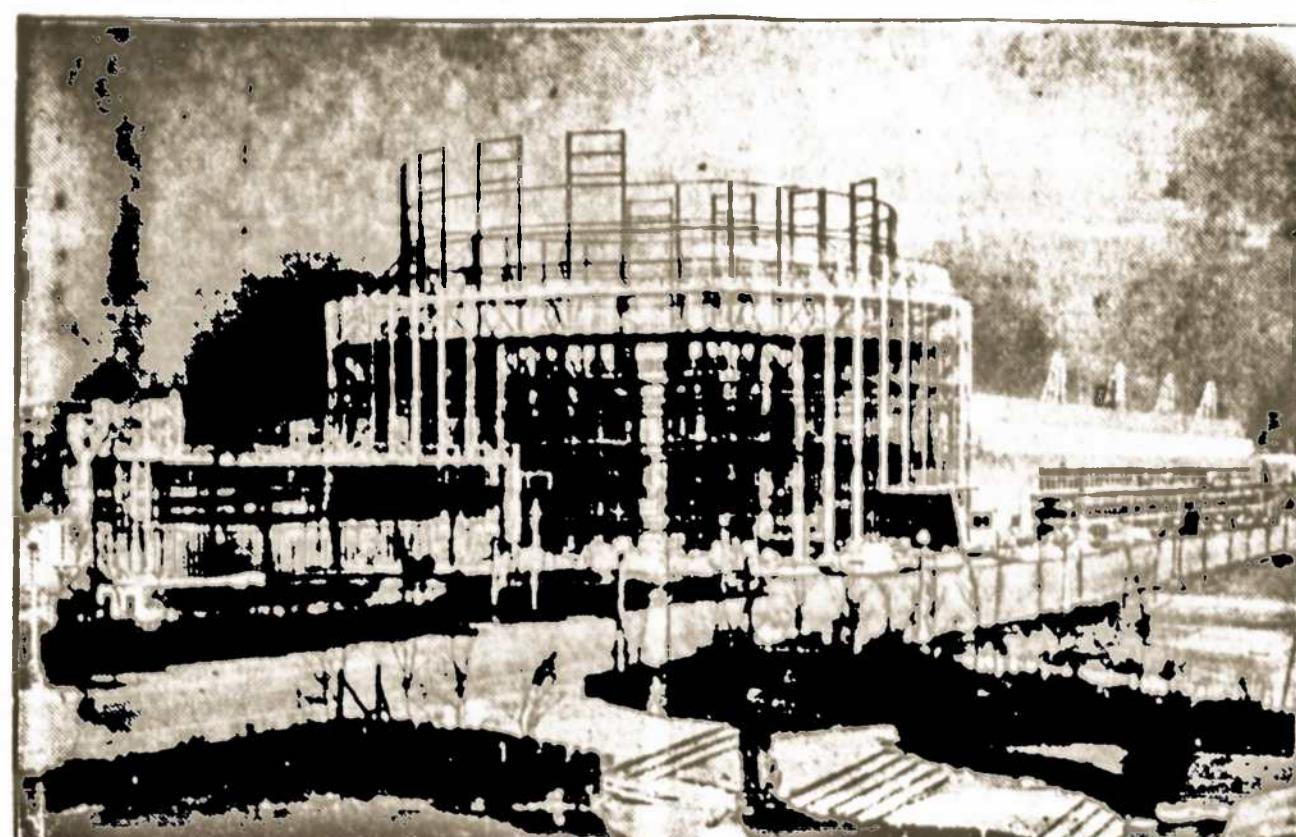
The poppies to be offered by the Auxiliary tomorrow are paper replicas of the wild poppies of France which grew on the battlefields and war cemeteries. They have been made by disabled veterans working in 58 government hospitals and Auxiliary workrooms in 40 different states. The local Auxiliary Unit will distribute poppies made at Ex-Service Men's Exchange and all veteran hospitals in New England.

The bulk of the money contributed for the poppies will be retained in the town to be used for the relief of needy veterans and their families during the coming year. Part will go to support state and national activities of the American Legion and Auxiliary for the disabled and dependents. The poppy sale is the principal source of support for the continuous welfare and rehabilitation program carried out by the Auxiliary, and the Auxiliary workers are hoping that more people than ever before will "honor the dead and serve the living" by wearing a poppy tomorrow.

A decided increase in the number of agricultural fairs in Massachusetts which will be eligible for state premium money this year is indicated by the applications which have come in to the Division of Fairs, State Department of Agriculture. The closing date for applications was April 1, and L. B. Boston, Director of the Division of Fairs, reports that 111 applications have been received, as against 100 last year.

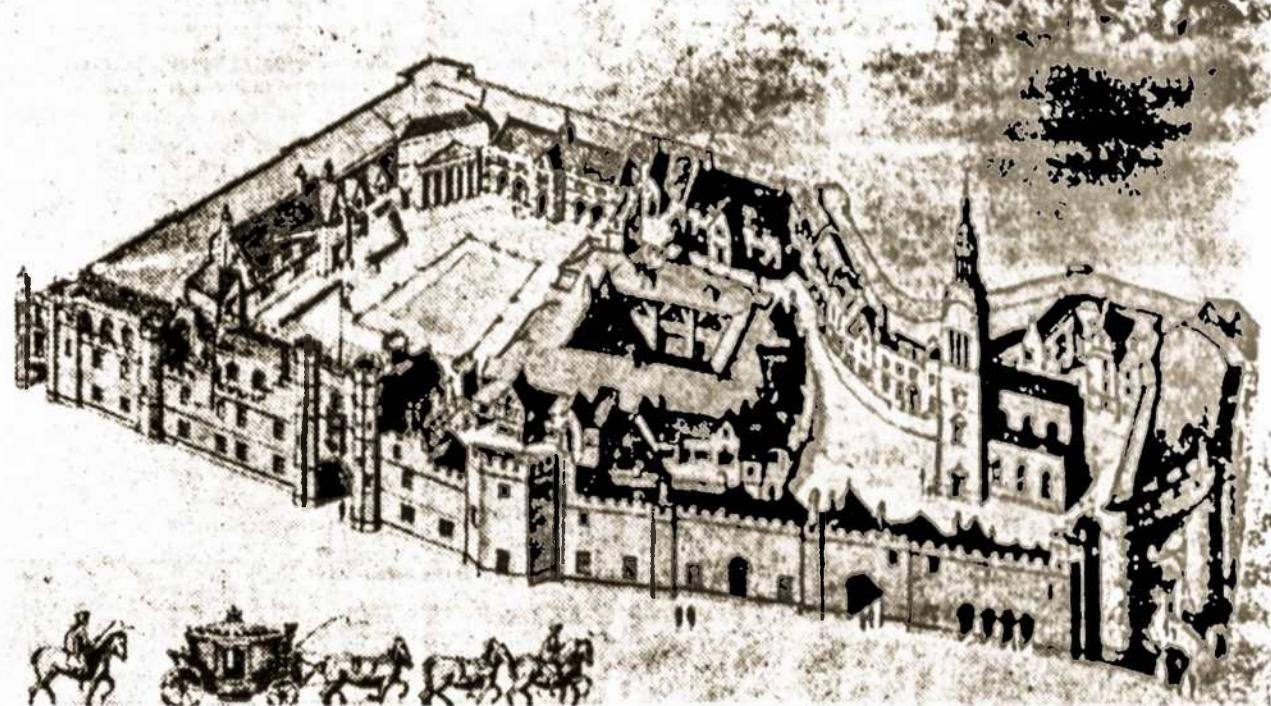
The increase is in community and grange fairs. This is a natural development in the opinion of Dr. A. W. Gilbert, State Commissioner of Agriculture. "The difficult times through which the farmers of the state have been passing," he said, "naturally tends toward a development of the comparatively inexpensive local shows. The larger fairs are holding their own in attendance and interest and community and grange fairs seem to be decidedly on the increase."

Rush Ford Building for New Fair Opening



Already speeding skyward is the 26. Ford's "exposition" of the complete, together with adjoining tributes of science, industry and agriculture to the modern automobile, make up the largest exhibition ever built for a World's Fair.

Romantic Charm of Old England for 1934 Fair



Merrile England of the Sixteenth century will come to life on the street of "Foreign villages" at the New 1934 Chicago World's Fair. Above is an artist's conception of how the English village will look when completed. Some of the buildings to be reproduced are the Cheshire Cheese Inn; the Tower of London; Sulgrave manor, home of the forebears of George Washington; Ann Hathaway's cottage at Stratford-on-Avon, and Haddon Hall and Stoke Poges church where Gray wrote his immortal elegy.

Free Delivery in Northfield and Vicinity

On Orders of \$1.50 or Over

Flowers for Memorial Day, May 30

Also Cut Flowers, Potted Plants
Bedding Plants --- Funeral Sprays
Cemetery Tubs Filled

Orders taken now and Plants or Flowers reserved for Memorial Day

R. H. Messenger Estate

18 Linden Street Telephone 145
Brattleboro, Vermont

You are invited
to inspect our Greenhouses

DRIVE
UP
AND
TAKE
YOUR
CHOICE

ORDER
NOW
AND
GET
THE
BEST

Drive a Good USED CAR Over the Holiday

Choose from This List---
All Taken in Trade for
FORD V-8's

- 1—1933 Ford V-8 Tudor—Extra Good
- 1—1932 Chevrolet Light Delivery Truck
- 1—1933 Rockne Ford Sedan
- 1—1930 Ford Cabriolet
- 1—1933 Ford Closed Cab Pick-up
- 1—1931 Ford DeLuxe Phaeton—2 Spares—Heater
- 1—1930 Ford Sport Phaeton—2 Spares
- 1—1929 Ford Coupe—Rumble Seat—Very Good
- 1—1930 Ford Closed Cab Pick-up Truck
- 1—1928 Ford Sport Coupe
- 1—1928 Pontiac Sedan
- 1—1928 Ford Roadster
- 1—1927 Hudson—Extra Good—Low Mileage
- 1—1927 Nash Coupe
- 1—Model T Ton Truck
- 1—Model T Coupe

SPECIAL

- 1—New 1933 V-8 157 In. Ford Truck
Closed Cab—Stake Body
Marked Down From New Price

SPENCER BROS.

NORTHFIELD, MASS.



17

Antennae Blown Down!

AGAIN we have to go without our weekly story from Arthur Abele in Little America. A new and serious crack in the ice on which this Antarctic village is situated has caused the Admiral to set up a new camp three-quarters of a mile in back of Little America and everybody has been busy, day and night, moving sufficient supplies there to last the 56 men on the ice one year, in case an emergency occurs at Little America. The Admiral and his scientists do not expect this but, with his usual foresight, he is preparing for any eventualities.

The real trouble now is not that the weather is not cold enough to freeze the ice. The temperatures are ranging from 50 to 40 degrees below zero. The earlier thaws, however, moved so much of the

Kenneth Rawson ice out of the Navigator Bay of Whales that it allowed the waves and currents from the Ross Sea to act with greater violence against and under the Ross Barrier and the Bay ice in Ver sur Mer Inlet to such an extent that the ice is bending and cracking off. The Admiral does not believe that the crack extending around Little America will widen enough to pitch it into the sea but he is taking no chances.

Meanwhile a series of violent blizzards have blown down the new directional antennae which made the receipt of radio messages and broadcasts so beautifully clear just a few weeks ago and we have been unable to receive any stories or messages from Arthur Abele or Commander George Noville for the past ten days. We fully expect this trouble to be remedied within the next few days so that next week we should have an interesting first-hand story from them on what is

Not Understood

By Thomas Bracken
Not understood. We move along asunder,
Our paths grow wider as the seasons creep
Along the years; we marvel and we wonder
Why life is life; and then we fall asleep.
Not understood.
Til virtues often seem to us transgressions:
And thus men rise and fall, and live and die.
Not understood.
Not understood. How trifles often change us!
The thoughtless sentence or the fancied slight
Destroy long years of friendship and estrange us,
And on our souls there falls a freezing blight—
Not understood.
Not understood. How many hearts are aching
For lack of sympathy! Ah! day by day,
How many cheerful, lonely hearts are breaking!
How many noble spirits pass away?
Not understood!

Production Loans

S. P. Batchelder, secretary-treasurer of the Northampton Production Credit Association has just received word from Governor W. L. Myers of the Farm Credit Administration in Washington, D. C., that the interest rate on new loans from production credit associations has been reduced from 5% to 5 per cent.

According to Mr. Batchelder the new 5 per cent interest rate becomes effective immediately on all new loans and advances made by the association and will be applicable until further notice.

"The new interest rate of 5 per cent will not affect loans already advanced in full," Mr. Batchelder said. "Those will continue to bear the rate of interest prevailing at the time the loan was closed. The interest charges on loans from the association are collected when the loans mature. The Northampton association is now making loans on acceptable crop and chattel security to farmers in Berkshire, Franklin, Hampshire and Hampden counties.

"The reduction of the interest rate on new loans to 5 per cent is the second reduction in two months, the rate having been reduced from 6 to 5½ per cent on March 16.

"According to Governor Myers," said Mr. Batchelder, "the Federal intermediate credit bank is passing on immediately to farmer-borrowers from production credit associations the saving made possible by lower cost of getting money. The confidence of investors in the security of the intermediate credit banks has been such that the banks are able to get money to lend at the lowest discount rate in their history. Governor Myers says that the resulting low rate of interest on production credit association loans is enabling farmer-borrowers to save thousands of dollars on the cost of their farming operations this year. If the associations make sound loans, and loans that are collectible, an adequate supply of low cost money will continue to be available."

Elm Disease Rampant

No Cure Has Been Found As Yet, Says Entomological Expert

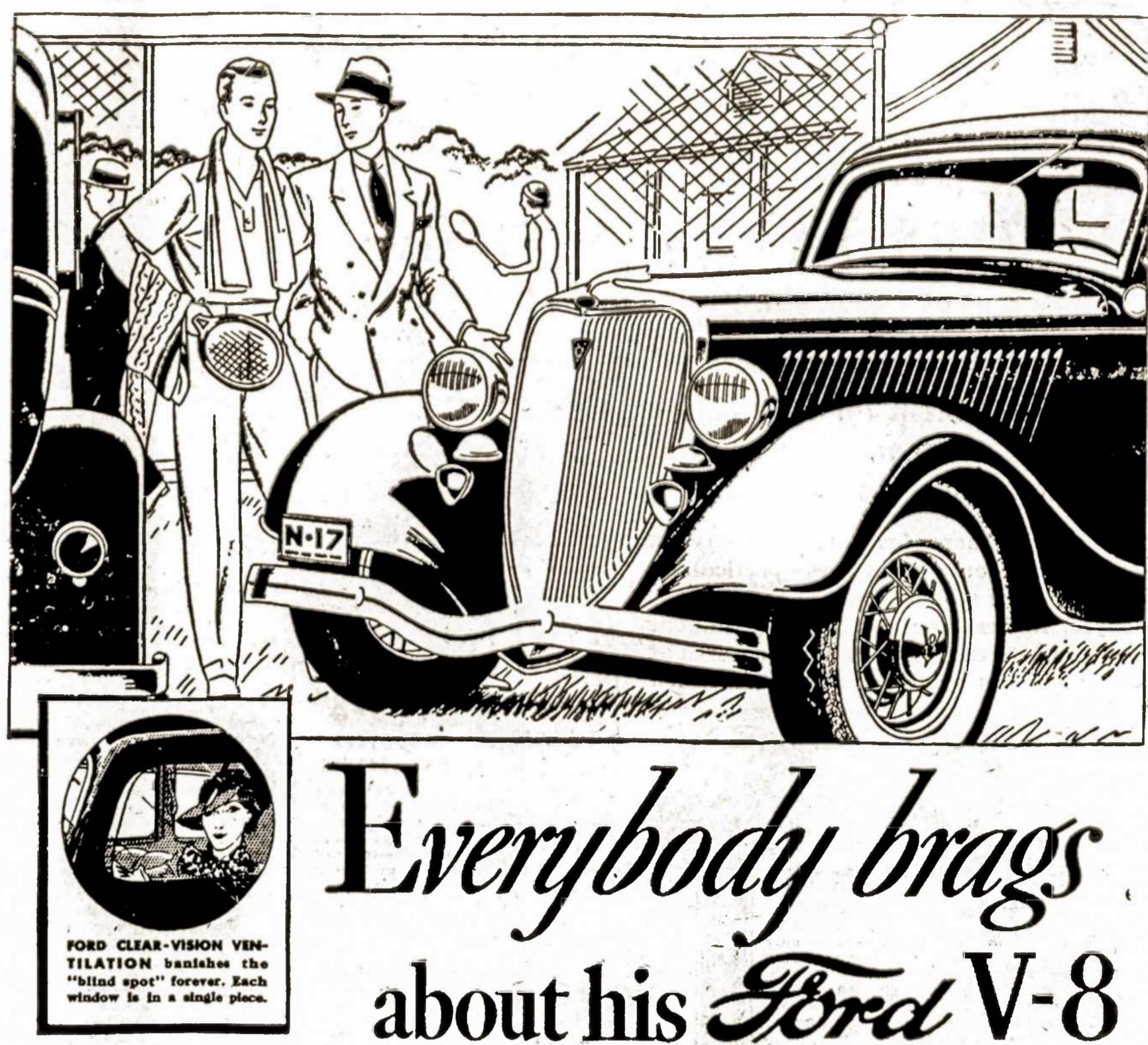
No cures have yet been found for trees infected with the Dutch elm disease, observes Professor G. W. Herrick of the entomology department in the New York State College of Agriculture, says a bulletin from Ithaca. He says the only thing to do with a diseased tree is to cut it down, dig up the stump and burn the whole tree, including roots and branches. This must be done to protect nearby healthy trees.

To protect uninjected elms, he notes, all dead branches should be removed as soon as they are seen. Valuable trees should be fed proper fertilizers to keep them in vigorous condition and to prevent killing of branches in which bark beetles, that help to spread the disease, may breed. Moreover, he says, strong, healthy, vigorous trees are better able to withstand infection by the disease.

"Because the Dutch elm disease situation is so serious," Professor Herrick points out, "it might be wise for village and park authorities, owners of homes and estates and other lovers of shade trees to study substitute trees should the 'elm be wiped out.'" He suggests the following for consideration:

Red oak, pin oak, scarlet oak, sugar maple, Norway maple, ginkgo and sycamore.

Some native diseases of elms, he concludes, show the same symptoms as the European elm disease and, as a result, the European dis-



FORD CLEAR-VISION VENTILATION banishes the "blind spot" forever. Each window is in a single piece.

Everybody brags about his *Ford* V-8

SAVE AS MUCH AS \$100!

The Ford V-8 (De Luxe Model) delivered at your door is as much as \$100 less than any other full-sized car with the same equipment.

AND DON'T FORGET

The following special equipment (which costs from \$38.00 to \$40.00 more on other cars) is furnished on Ford De Luxe models—at no extra charge.

Safety Glass throughout Twin tail-lights
Two matched-tone horns Twin cow-lamps
14 gallons of gas in tank Colored wheels
Cigar-lighter and Ash receptacles
Fenders that match the body
Two adjustable sun-visors

IT PAYS TO USE GENUINE FORD PARTS



AUTHORIZED FORD DEALERS OF NEW ENGLAND

\$55 and up—F. O. B. Detroit. Easy terms through Universal Credit Company—the Authorized Ford Finance Plan.

FORD RADIO PROGRAM—WITH WARING'S PENNSYLVANIANS: SUNDAY AND THURSDAY EVENINGS—COLUMBIA NETWORK

Authorized Ford Dealers of New England

Look Up This Bill

Every citizen interested in the Public School System in these United States should look up House Bill H. R. 9644 and vigor-ously oppose its passage.

The Northfield A. A. will play the fast Greenfield Tan and Die team at 2:30 Memorial Day at the Hotel Grounds.

Did You Ever

Stop To Think

By Edson R. Waite
Shawnee, Oklahoma

J. M. Stephenson, Publisher of the South Bend (Ind.) News-Times, says:

"The fundamental purpose of advertising is to inform the prospective buyer. No medium has been developed, even by high pressure methods of modern business, which begins to approach the newspaper in the fulfillment of this aim."

"The agency is universal, for almost everyone is able to read and they all read one newspaper or another. Hence, the newspaper advertisement will reach practically all of the purchasing public. In the last analysis, that is what the advertiser seeks to do."

"Most advertising is devoted to buying opportunity and the majority of these have time as their essence. No periodical can bring the attention of the public to the merchant's bargains except the newspaper. It strikes while the iron is hot."

"The radio has a weakness equal to that of the periodical, for the air advertisement is gone in a flash, leaving no lasting impression with the hearer. The newspaper advertisement, on the contrary, is a continuous impression of a recorded fact, to which the reader can refer for comparisons or to refresh his mind as he starts shopping. Then, too, the press can give a reproduction of the article, and nothing can be more effective than visual presentation."

"Finally, the proof of the pudding is in the eating. Since advertising began, no agency has produced, or can produce, the substantial results of the newspaper."

case cannot be positively recognized in the field. Pieces of small twigs about six inches long taken from suspicious trees may be sent for analysis either to the Department of Plant Pathology at Cornell or to the Federal Dutch Elm Disease laboratory at White Plains, N. Y.

YOUR CHILD AND THE SCHOOL

By Dr. ALVIN G. IRVING
Director, Physical and Health Education
New Jersey State Department of Public Instruction

What Should Children Eat?

I'm often asked what growing school children should eat. These are the essentials of the best possible daily diet:

1. A quart of milk, "the most nearly perfect food," in some form, that is, as a beverage, in custards and puddings, on cereals.

2. Generous servings of at least two vegetables; one cooked vegetable, one green-leafy vegetable, and tomato in some form daily. Every meal should be familiar with the exceptional value of the tomato.

3. Fruit, either raw or cooked. There is especial merit in the fruit juice beverages made from the orange, the lemon, or grapefruit, though tomatoes and tomato juice, which are less expensive, will take the place of the citrus fruits.

4. Egg, meat, or fish, in moderate amounts as compared to the above basic foods, should appear in every child's diet.

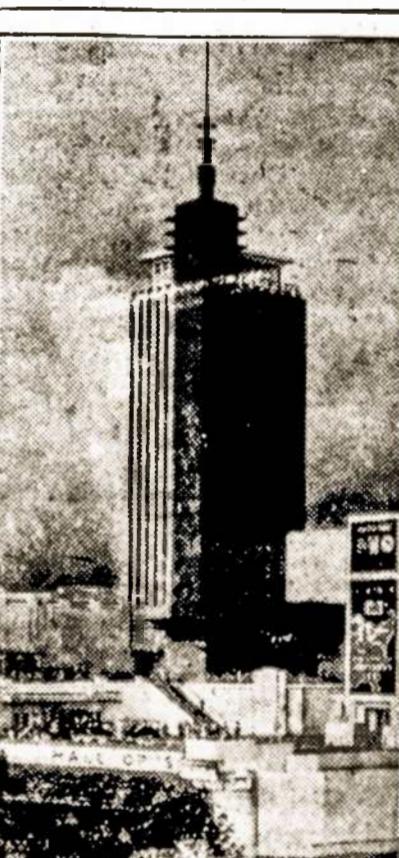
5. Bread and butter are also essentials. The kind of bread does not matter if the child is receiving his daily ration of fruits and vegetables. Lacking these, whole wheat bread is necessary.

"The radio has a weakness equal to that of the periodical, for the air advertisement is gone in a flash, leaving no lasting impression with the hearer. The newspaper advertisement, on the contrary, is a continuous impression of a recorded fact, to which the reader can refer for comparisons or to refresh his mind as he starts shopping. Then, too, the press can give a reproduction of the article, and nothing can be more effective than visual presentation."

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POWER



This beautiful tower, a feature of the Hall of Science at the Chicago Century of Progress, was one of the outstanding sights of the Exposition last year, and will be even more beautiful in 1934. Its colorings are being changed, and the lighting effects elaborated so there will be a constantly changing color combination at night.

Frances Lee Barton says:

"The perfect finish to a substantial dinner or supper is a light. But, for all its simplicity, it need not lack a touch of luxury if you choose your fruit desserts from among the many which include coconut."

Special price \$7.00

A Very Economical Heater
For Either Oil or Coal

J. B. KENNEDY CO.

Plumbing — Heating
Supplies

Greenfield

Personals

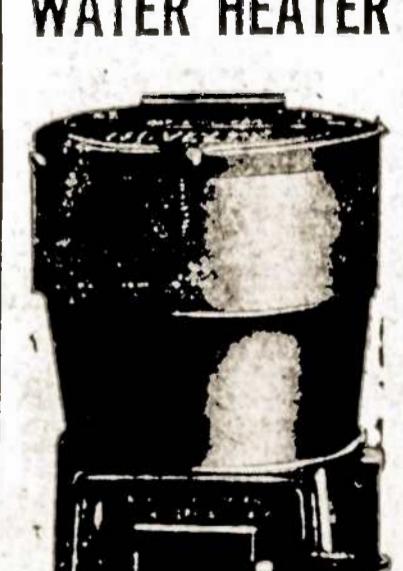
Rev. Henry B. Mason of Greenwood, Mass., is visiting at the home of his brother Carl Mason in Northfield.

Albert Anderson and family are moving into the Anderson house on Warwick Ave. The Andersons have spent the past year in Greenfield.

Mrs. E. H. Stone of Winchester, Mass., are building a house car to use as a trailer this summer.

HOD-A DAY

DOMESTIC WATER HEATER



Special price \$7.00

A Very Economical Heater
For Either Oil or Coal

J. B. KENNEDY CO.

Plumbing — Heating
Supplies

Greenfield